

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

Davis Group (The)
Attention: Pam Newby
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
310115-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for MI - Q3/4 Issue	1083

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	310115	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/25/12	09/28/12	Action News 6am	6-7am M-F	- T- T- - -	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - T- T- - - 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 09/25/12 6:28 AM Action News 6am 6-7am M-F :30 CMI TV105 \$1,500.00 NM 2 WXYZ Th 09/27/12 6:29 AM Action News 6am 6-7am M-F :30 CMI TV105 \$1,500.00 NM									
3	09/25/12	09/28/12	M-F 7-9am	7-9am M-F	- TWTF- -	:30	8	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - TWTF- - 8 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WXYZ Tu 09/25/12 7:49 AM M-F 7-9am 7-9am M-F :30 CMI TV105 \$1,600.00 NM 5 WXYZ Tu 09/25/12 8:59 AM M-F 7-9am 7-9am M-F :30 CMI TV105 \$1,600.00 NM 3 WXYZ W 09/26/12 6:59 AM M-F 7-9am 7-9am M-F :30 CMI TV105 \$1,600.00 NM 7 WXYZ W 09/26/12 8:44 AM M-F 7-9am 7-9am M-F :30 CMI TV105 \$1,600.00 NM 2 WXYZ Th 09/27/12 6:59 AM M-F 7-9am 7-9am M-F :30 CMI TV105 \$1,600.00 NM 8 WXYZ Th 09/27/12 8:43 AM M-F 7-9am 7-9am M-F :30 CMI TV105 \$1,600.00 NM 1 WXYZ F 09/28/12 7:59 AM M-F 7-9am 7-9am M-F :30 CMI TV105 \$1,600.00 NM 6 WXYZ F 09/28/12 8:59 AM M-F 7-9am 7-9am M-F :30 CMI TV105 \$1,600.00 NM									
5	09/29/12	09/29/12	Action News SAT 6am	SAT 6-7am	- - - - - S-	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - - - - - S- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 09/29/12 6:37 AM Action News SAT 6am SAT 6-7am :30 CMI TV105 \$500.00 NM									
6	09/29/12	09/29/12	GMA SAT 7-8am	SAT 7-8am	- - - - - S-	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - - - - - S- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 09/29/12 7:58 AM GMA SAT 7-8am SAT 7-8am :30 CMI TV105 \$900.00 NM									



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310115-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q3/4 Issue	1083	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	09/29/12	09/29/12	SA 8-10am Action News	8-10a	-----S-	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 09/29/12 8:47 AM SA 8-10am Action News 8-10a :30 CMI TV105 \$900.00 NM									
8	09/30/12	09/30/12	GMA SUN 7-8am	SUN 7-8am	-----S	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 09/30/12 7:49 AM GMA SUN 7-8am SUN 7-8am :30 CMI TV105 \$900.00 NM									
9	09/30/12	09/30/12	Action News SUN 8am	Sun 8-930am	-----S	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 09/30/12 8:22 AM Action News SUN 8am Sun 8-930am :30 CMI TV105 \$900.00 NM									
10	09/25/12	09/27/12	M-F 9a-10a	9-10am M-F	-TWT---	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWT--- 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 09/25/12 9:35 AM M-F 9a-10a 9-10am M-F :30 CMI TV105 \$800.00 NM 2 WXYZ W 09/26/12 9:51 AM M-F 9a-10a 9-10am M-F :30 CMI TV105 \$800.00 NM 3 WXYZ Th 09/27/12 9:32 AM M-F 9a-10a 9-10am M-F :30 CMI TV105 \$800.00 NM									
11	09/26/12	09/28/12	M-F 11a-12n	11am-12pm M-F	--W-F--	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 --W-F-- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXYZ W 09/26/12 11:20 AM M-F 11a-12n 11am-12pm M-F :30 CMI TV105 \$1,000.00 NM 1 WXYZ F 09/28/12 11:33 AM M-F 11a-12n 11am-12pm M-F :30 CMI TV105 \$1,000.00 NM									
12	09/25/12	09/28/12	12-1230p News	12-1230p	-TWTF--	:30	4	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWTF-- 4 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WXYZ Tu 09/25/12 12:28 PM 12-1230p News 12-1230p :30 CMI TV105 \$1,000.00 NM 4 WXYZ W 09/26/12 12:24 PM 12-1230p News 12-1230p :30 CMI TV105 \$1,000.00 NM 2 WXYZ Th 09/27/12 12:14 PM 12-1230p News 12-1230p :30 CMI TV105 \$1,000.00 NM 1 WXYZ F 09/28/12 12:23 PM 12-1230p News 12-1230p :30 CMI TV105 \$1,000.00 NM									
14	09/25/12	09/27/12	Dr. Oz	4-5pm M-F	-TWT---	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -TWT--- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WXYZ Tu 09/25/12 4:41 PM Dr. Oz 4-5pm M-F :30 CMI TV105 \$1,200.00 NM 2 WXYZ W 09/26/12 4:42 PM Dr. Oz 4-5pm M-F :30 CMI TV105 \$1,200.00 NM 1 WXYZ Th 09/27/12 4:11 PM Dr. Oz 4-5pm M-F :30 CMI TV105 \$1,200.00 NM									



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Invoice #	Invoice Date	Invoice Month	Invoice Period
310115-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q3/4 Issue	1083	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
16	09/25/12	09/28/12	6-630pm M-F	6-630pm M-F	- TWTF - -	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - TWTF - - 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 09/25/12 6:12 PM 6-630pm M-F 6-630pm M-F :30 CMI TV105 \$2,000.00 NM									
2 WXYZ W 09/26/12 6:29 PM 6-630pm M-F 6-630pm M-F :30 CMI TV105 \$2,000.00 NM									
3 WXYZ Th 09/27/12 6:28 PM 6-630pm M-F 6-630pm M-F :30 CMI TV105 \$2,000.00 NM									
4 WXYZ F 09/28/12 6:28 PM 6-630pm M-F 6-630pm M-F :30 CMI TV105 \$2,000.00 NM									
18	09/25/12	09/28/12	M-F 7-730p	7-730pm M-F	- TWTF - -	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - TWTF - - 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXYZ Tu 09/25/12 7:11 PM M-F 7-730p 7-730pm M-F :30 CMI TV105 \$2,000.00 NM									
2 WXYZ W 09/26/12 7:14 PM M-F 7-730p 7-730pm M-F :30 CMI TV105 \$2,000.00 NM									
4 WXYZ Th 09/27/12 7:14 PM M-F 7-730p 7-730pm M-F :30 CMI TV105 \$2,000.00 NM									
1 WXYZ F 09/28/12 7:12 PM M-F 7-730p 7-730pm M-F :30 CMI TV105 \$2,000.00 NM									
20	09/30/12	09/30/12	Su 6-630p	6-630pm Sun	- - - - - S	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - - - - - S 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Su 09/30/12 6:22 PM Su 6-630p 6-630pm Sun :30 CMI TV105 \$1,400.00 NM									
21	09/25/12	09/27/12	M-F 730-8pm	730-8pm M-F	- TWT - - -	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - TWT - - - 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 09/25/12 7:39 PM M-F 730-8pm 730-8pm M-F :30 CMI TV105 \$2,500.00 NM									
2 WXYZ W 09/26/12 7:42 PM M-F 730-8pm 730-8pm M-F :30 CMI TV105 \$2,500.00 NM									
3 WXYZ Th 09/27/12 7:39 PM M-F 730-8pm 730-8pm M-F :30 CMI TV105 \$2,500.00 NM									
22	09/27/12	09/27/12	Thursday Prime A	8-9pm Thursday	- - - T - - -	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - - - T - - - 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Th 09/27/12 7:59 PM Thursday Prime A 8-9pm Thursday :30 CMI TV105 \$4,000.00 NM									
23	09/30/12	09/30/12	Sunday Prime A	7-8pm Sunday	- - - - - S	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - - - - - S 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Su 09/30/12 6:59 PM Sunday Prime A 7-8pm Sunday :30 CMI TV105 \$4,000.00 NM									
24	09/30/12	09/30/12	Sunday Prime B	8-9pm Sunday	- - - - - S	:30	1	\$7,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - - - - - S 1 \$7,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Su 09/30/12 8:43 PM Sunday Prime B 8-9pm Sunday :30 CMI TV105 \$7,000.00 NM									



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310115-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q3/4 Issue	1083	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
25	09/25/12	09/30/12	11pm Action News Updat	11-1135pm M-Sun	- TWTF- S	:30	5	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - TWTF- S 5 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXYZ Tu 09/25/12 11:25 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV105 \$4,000.00 NM									
3 WXYZ W 09/26/12 11:13 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV105 \$4,000.00 NM									
4 WXYZ Th 09/27/12 11:32 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV105 \$4,000.00 NM									
1 WXYZ F 09/28/12 11:11 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV105 \$4,000.00 NM									
5 WXYZ Su 09/30/12 11:21 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV105 \$4,000.00 NM									
27	09/25/12	09/28/12	Nightline	1135pm-1205am M	- TWTF- -	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 - TWTF- - 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXYZ Tu 09/25/12 11:44 PM Nightline 1135pm-1205am M :30 CMI TV105 \$2,000.00 NM									
1 WXYZ W 09/26/12 11:57 PM Nightline 1135pm-1205am M :30 CMI TV105 \$2,000.00 NM									
3 WXYZ Th 09/27/12 11:56 PM Nightline 1135pm-1205am M :30 CMI TV105 \$2,000.00 NM									
4 WXYZ F 09/28/12 11:54 PM Nightline 1135pm-1205am M :30 CMI TV105 \$2,000.00 NM									

<u>Total Spots</u>	51	<u>Gross Total</u>	\$99,800.00
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Payment Terms 30 Days

<u>Agency Commission</u>	\$14,970.00
<u>Net Amount Due</u>	\$84,830.00